Web Performance Metrics-CBP.gov

Oct 1, 2021 - Oct 31, 2021

All Users
100.00% Sessions

Total Visits

3,523,739
% of Total: 100.00% (3,523,739)

Pageviews

7,235,290
% of Total: 100.00% (7,235,290)

Avg. Visit Duration

00:01:38
Avg for View: 00:01:38 (0.00%)

Unique Visitors

2,695,295
% of Total: 100.00% (2,695,295)

Avg. Pages / Visit

2.05
Avg for View: 2.05 (0.00%)

Avg. Time on Page

00:01:33
Avg for View: 00:01:33 (0.00%)

Bounce Rate

55.32%
Avg for View: 55.32% (0.00%)

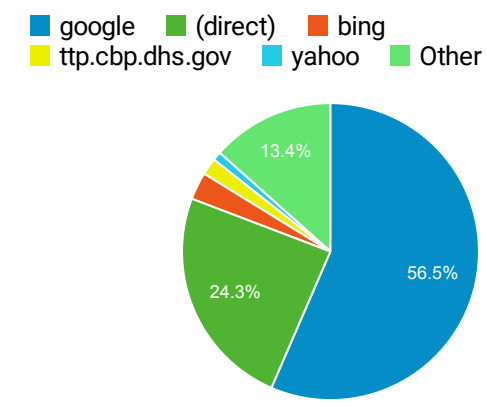
Top Pages

Page Title	Pageviews
Global Entry | U.S. Customs and Border Protection	620,887
U.S. Customs and Border Protection | Securing America's Borders	520,301
Border Patrol Agent - Apply Now | U.S. Customs and Border Protection	441,988
How to Apply for Global Entry | U.S. Customs and Border Protection	291,585
Global Entry Enrollment Centers | U.S. Customs and Border Protection	205,777
Locate a Port of Entry | U.S. Customs and Border Protection	202,903
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	151,028
CBP COVID-19 Updates and Announcements | U.S. Customs and Border Protection	146,793
Electronic System for Travel Authorization | U.S. Customs and Border Protection	133,302
Enrollment on Arrival | U.S. Customs and Border Protection	126,573

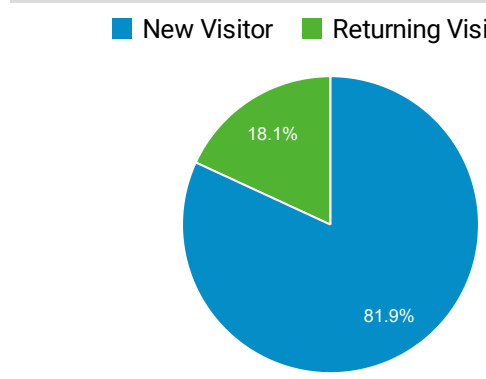
Visits by Social Network

Social Network	Sessions
Facebook	45,182
Twitter	14,512
LinkedIn	3,328
Instagram	1,376
YouTube	1,149
reddit	1,014
TripAdvisor	607

Visits by Source



New vs. Returned Visitors



Pageviews and Pages / Session by Mobile (Inc...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,034,850	2.46
Yes	3,200,440	1.70

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